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## The Impact of Media on Cultural Identity

Dissertation submitted as partial fulfilment of the requirements for the degree of *Master in*  
Literature and Civilisation.

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**Academic Year: 2019/2020**

## **Declaration of Originality**

I hereby declare that this submission is my work and that, it contains no material previously published or written by another person nor material which has been accepted for the qualification of any other degree or diploma of a university or other institution.

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Signature:.....

## **Dedication**

I Dedicate this work to all who gave a hand from the beginning of this journey until the end .

To the warmest hearts , my dearest parents .

To my beloved sisters and friends .

Thank you all for being always besides me .

***HANANE***

## **Acknowledgements**

My thanks go to my supervisor Prof./ DrBouguesmia for her help in completing this research work.

I would also like to thank the members of the committee, who have given their time to read and evaluate this humble work.

Likewise, I am deeply indebted to DrGhounane for the wonderful experience, and the most enriching learning journey I have ever had , for answering and responding all my questions .

Last but not least, I would like to express my regards and blessings to all of those who provided me with support during the completion of this research work.

## **Abstract**

The present research work attempts to investigate the impact of media on the cultural identity. The cultural identity is the most vintage among the other types of one's identity , it is characterised by the activities and practices we are raised with , learned from our parents and our environment , and represented by beliefs , assumptions , customs , and traditions. However , this vintage heritage could be affected by media which is inseparable part of our day-to-day lives , and which permit us to share our moments of joy as , well as way our ways of celebrating religious , national , or any cultural festivals with friends and family with whom we share our cultural practices . These cultural perspectives **shape** who we are and construct our cultural identity . This research aims to explore this overlapping relation between media and one's cultural identity .

**Key words** :culture , identity , cultural identity , media , **effect**, hybridity .

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## **List of Abbreviations**

<b>Abbreviation</b>	<b>page</b>
<b>TV</b> :Television	04
<b>AD</b> :Advertisement	15

## List of Acronyms

<b>Acronym</b>	<b>page</b>
<b>PC</b> :Personal computer	06
<b>IBM</b> : International Business Machines	06
<b>CD</b> : Compact disk	09
<b>MP3</b> :A coding format for (MPEG-1 Audio Layer III or MPEG-2 Audio Layer III)	09
<b>WLAN</b> :Wireless Local Area Network	12
<b>HTML</b> :Hypertext Markup Language	12

## General Introduction

Media is a technological invention that came up with what individuals needed such as getting informed, entertained, warned and so on. For that reason, it was welcomed, and still. Nowadays it became even inseparable from our routines , as soon as we get home the first thing we do is to switch on the television to check breaking news , or to check our social media accounts .

For the variety and unlimited content they have , media are used by different age categories in society . Each one follows the domain he is interested in , with his preferable tool .For instance , the grandparents prefer to listen to the radio or to read newspapers , whereas youth people like better to watch televisions , besides browsing the internet .

We do not get on media only things we want ,there are many ideologies , and stereotypes we get faced with everyday , which may affect our thoughts in a way or another . Indeed , our thoughts are part of our identity which is additionally , one's principles and beliefs that make him the person he is , and hold his behaviours , choices , and decisions he makes .

Identity is a broad term , when asking someone “who are you” , he might have more than one answer , up to the situation you are in ; for example if in a wedding he would answer “I am bride's/groom's cousin” , or in a court session he would answer “I am the victim” , for a political movement the answer can be “I am a supporter” , “I am an opponent” , etc .

Hence , we noticed that identity has multiple ways to exhibit one's real-self , which are considered as types of identity .However , the focus of this study is the cultural one . Therefore , the questions that guides this research work are :

- How may one's cultural identity be affected by media ?
- What are the measures and techniques to protect the cultural identity from such impact ?

To reach answers for the research questions cited above , the following hypotheses are proposed :

- Although media permits us to look forward to the other side of the world , and see things we have never seen , it often sheds light more on the positive sides of things , so the recipient feels sufficiently inferior and thinks of imitating .

- For this , one should be mindful that not everything he sees or hears on media is real .In parallel , he must be convinced , satisfied , and tolerant with himself , and his society .

The research objective is to raise awareness especially between youth, to preserve their culture's assumptions and traditions . This work is divided into three chapters .The first chapter is devoted to explore media , with the chronological development of its types, in addition to the benefits and inconveniences it may entail .The second chapter , is a historical background about identity , including the definition , the factors it is constructed with , alongside its types and sub-types which contribute making us who we are for the sake of self –esteem .

Finally , the third and the fundamental chapter consists of the notions resulted from the influence of media on culture to achieve answers for the questions cited above in detail . The third chapter consists also of nine titles to put the reader closer of the image concerning the effect of media on peoples' cultural identities .

**Chapter one :**  
**Overview about**  
**Media**

**1. Introduction**

The concept of media ( plural form of medium ) is very popular and has many definitions, denotatively and connotatively . Media is such a vast subject to dig into as it became inseparable from our day-to-day life .In this first chapter , we will provide various definitions , types , and functions of media in order to well understand it .

**1.1. Definition of Media**

The first idea that comes to your mind when hearing the term media , that entertainment means you use everyday and most of your time ( cell-phone , television , radio .. ) . In fact, media are technological network means which we refer to us fast and direct resources each time we need clarifications. It supplies us with a large amount of information through different ways.

These technological tools help us convey messages , share and exchange ideas , and thoughts by sending and receiving , with a large range of people widely and rapidly via two main types of communication ; mass communication “one to many ” that is to transmit a message from one person to a large audience through any mechanical device , and interpersonal communication “one to one” between two persons, both are sending and receiving messages and getting instant feedback from one another (UKessays) .

Media are referred to as means by which people are fully informed of events and news through several communication channels such as newspapers , TVs , radios and the internet. It is considered as the best way to share facts , opinions , and to express the audience’s suggestions and problems .

Media are sources of entertainment today as they were never before .They contain many chatting and online games websites .As they are archive for the favourite movies and series where we can watch them whenever we want to . Jackson R H argued that ‘Modern media has the capability to impact and have consequences in all aspects of contemporary lives , it have incredibly changed the manner by which organizations and private people speak with each other’.

Media perform a social activity represented in collecting , publishing , broadcasting , categorising , sending and receiving information .It is a public space for public discussions, and the process of talking to the audience’s minds and emotions with honesty and credibility .This communication aims to supply the audience with intact information , correct news , and all realities to create as much awareness , knowledge , and consciousness as possible .



Media and mass communication are strongly interrelated since mass communication is characterised by the exchange of messages between large audiences .However , mass media are the means that provide this exchange in televisions , radios , advertisements ... etc .

## **1.2. Development of Media**

It only becomes a medium when it gives meaning . Media started with the existence of human beings without material means .The exchange of news and the latest happenings were delivered between people by mouth especially by globetrotter, sailors and trade men when coming back to homeland .Then, means started to develop to immediate the delivery ,which became nowadays faster as much as light speed ; your message can be read in the same minute you sent it .

The mass media types passed by many phases . They have first emerged in a written form, then broadcasted types , audible , afterward audiovisual , to the electronic or digital type which can include them all .In the following lines, we will learn more about these types by defining each medium .

All started after the printing technique , the inventor Gutenberg produced what is called Gutenberg's Bible in 1455 , then step by step books began to expand in Europe , and by the end of the 15<sup>th</sup> century around twenty million books were presented in the continent , then brought to America by Puritans , and the first published book in America appeared in 1640 . Concerning newspapers ,it appeared in Europe first as well.

In 1605 the first printed newspaper was published in Strasbourg by the German Johann Carolus , this very first printed newspaper was titled 'Relation' issued weekly and obviously in the German language .Whereas in America the first published newspaper came after the appearance of books there , dated back to 1690 .

Always in Europe , the magazines appeared since the year 1663 were referred to as "periodicals of amusement" , but the one which took the name was published in 1731 by the English Edward Cave titled 'Gentleman's Magazine' .He was the first one to use the word Magazine .However , in America , Benjamin Franklin with his colleague Andrew Bradford were the first publishers of Magazines in Philadelphia .

Printed forms of mass media were the unique means to spread knowledge and latest news happening over four centuries.Radio was the first medium to appear in the broadcast category

in the late 19<sup>th</sup> century and early 20<sup>th</sup> century . According to( Biagi , p4) the Italian Guglielmo Macroni , is the pioneer of radio , and he first used it in 1899 .

Step by step broadcast media developed to become visual in addition to audible , in order to put the audience in the appropriate image of the information .This audiovisual medium is called ‘Television’, in his electronic version was invented by a 21 years old scientist in 1927 but this time in the United States of America .Thereafter , computers were in the way of industrialisation, and it took decades to arrive at what we know now the PC (personal computer ) in 1981 , introduced by IBM ( International Business Machines ).

As all means of media , the internet was enhancing years after years until it became the way we know it today . And until the present time , mass media are developing through time in order to be and to give what the audience expects and needs .

### **1.3 Types of Media**

By the name ( Mass Media / Media ) we understand that it is a collection of various means, getting to us in different ways ; whether printed , broadcasted , or what is called Digital Delivery which **refers** to the newest mass medium ‘the internet’ .Biagi stated that there are eight mass media businesses : books , newspapers , magazines , recordings , radios , movies , televisions , and the internet .

#### **1.3.1 Print Media**

Printing was meant for the availability of knowledge for everyone , and always stay .It appeared in Germany in 1455 by Johannes Gutenberg who first printed the Bible to be the first printed book . Printing is the second communications revolution , it simplified supplying everyone with knowledge ,people have no need to travel looking for it but it **travels** to them. And made cheap prices for press , as it became available in many copies . “The key development of printing was one of the essential conditions for the rise of modern government , as well as an important element of scientific and technological progress” (Biagi,S,p16) . The invention of printing made knowledge portable , storable , and accessible to the next generations.

##### **1.3.1.1 Newspapers**

Newspapers first appeared in Roma , Italy in 130 B.C , considered as the first mass medium to deliver news . “ Acta diurna “ which means “ daily acts “ is an example of how

newspapers were .It was first carved on stone or metal , and by the time it became handwritten , it used to be published publicly in a specific place to the Roman population in order to inform them with what they need to know .

Since the late decades of the 1600s , newspapers were the only news delivery medium for a large amount of public until the early 1900s when radios appeared , this does not **mean** it lost its significance , but its exclusive access to news changed because broadcasted news was much quicker .

After a historical overview of the newspaper , we will define it as we know it today .It is a printed publication written by journalists often issued daily or weekly on large sheets ; in many pages, which has other sorts like Tabloids and Broadsheets .It contains news , articles , advertisements , quiz games , and more , about different subjects from different fields such as political, economical, and environmental , illustrated with photographs to put you in the right image of what you are getting informed about .

### **1.3.1.2 Magazines**

The magazine is a weekly or monthly paper-covered publication with articles , stories .. etc (oxford learner's pocket dictionary) .Research from The Association of Magazine Media shows that nine from ten American adults including **millennials** read magazines (Clark M, ). There are magazines about different interests. For example, nature magazines which concern plants and animals , entertainment magazines which include the latest TV shows , music, celebrities , movies , and videogames . And last but not least , travel magazine , the one that advises you concerning best holidays destination , best prices and services agencies .. etc . Magazines do not stand only on these ,they turn around many universal subjects ; weather and natural disasters , health and medicines , fashion and art and sports .

### **1.3.1.3 Books**

They are long written or printed literary composition (Merriam-webster dictionary) brought to us by thinkers , great writers , scientists , and scholars to enlighten our minds by reading them .They are much cultural , and they enormously educate. Jane Austin cited in her novel **Pride and Prejudice** :

**‘ How pleasant it is to spend an evening in this way! I declare after all there is no enjoyment like reading! How much sooner one tires of anything than of a book! When I have a house of my own, I shall be miserable if I have not an excellent library.’ P37**

If you hate loneliness and you cherish reading , books can be your accompanying wherever. Though it has a hundred pages , it is light . Ernest Hemingway described the emotional attachment one could have towards a book : “ there is no friend as loyal as a book “.

### **1.3.2 Broadcast Media**

The broadcasted media can be audible , visual , or audiovisual i.e. it can be either heard or seen or both , and it **refers** mostly to Television and Radio . Broadcast media is audio or video shared with the audience in different locations via electronic medium . The broadcast media may provide speeches , interviews , documentaries , and many more .

#### **1.3.2.1 Visual Media**

Visual media presents nonverbal communication . They can be streamed through televisions and considered as visual media such as pictures , signs , and body language by which we transmit meanings , and as we mentioned above “ it becomes a medium when it gives meaning “ . Body language can be either by facial expressions (mouth , nose , eyes , and forehead), or by gestures by moving legs , arms , head , and hands . It is understandable although it is non-verbalized . It contains sound effects . Indeed , visual media does exist , for example the two most famous shows we know Charlie Chaplin and Mr. Bean .

#### **1.3.2.2 Audible Media ( Audio )**

Audible (something can be heard ) or audio media is that medium that you can receive information from by hearing without seeing pictures or scenes . It is a form of media communication that uses audio or voice recording as a medium when sharing the information, it **includes** two types (Recordings) which are not considered as broadcast media since they cannot be live-streamed ( cassette tape , CD’s , mp3 .. ) , and “ broadcast radio “ (Esguerra,B) which we are going to shed light on .

##### **1.3.2.2.1 Radio**

It is a small box considered as the first immediate information transformer , which is a piece of equipment used for listening to different programs that are broadcast to the public via

wireless signals .Radio is a process of sending and receiving messages through electromagnetic waves (oxfordlearners dictionaries )

It first appeared in the early 20th century , The first voice and music heard over radio waves were in December 1906 i.e. prior World War I .Radio astonished public and seemed magical being providing breaking news , music , and other entertainment programs with an immediacy never thought possible (Sterling C,H &Skretvedt ,R)

Radio conserved on its effectiveness and success along 120 years . Although it was followed by more developed inventions , thanks to its viewless broadcast that could not waste your time while enjoying listening to it.For example , you can drive while listening to your favorite music or program , you can be getting ready for your day , or while cooking , eating , and even relaxing .(Bush,L)

Despite the variety of media , radio until the present time still at the forefront for its portability , and no electricity or network needed .in addition to this ,what makes people choose radio , it is for not taking their attention away from their actual activity .The table above clarified the percentages of people worldwide listening to music through radio waves in 2018 in the presence of many other means .

### **1.3.2.3 Audiovisual Media**

Audiovisual media is from which you receive information and data both by seeing and hearing using both image and sound .In the following lines we will give a general idea about the television as it is the major and first audiovisual medium .

#### **1.3.2.3.1 Television**

When it was first invented , the television was mechanical .Its invention was the idea of the Scottish John Logie Baird around the 1920s .His mechanical system used to work with rotating disks , with the aid of a radio receiver which **connects** the transmissions and place them behind those disks to a bright light that **passes** with the disk's holes . The motor helps the disk rotate and you can see images through a lens.

The system of mechanical television was complicated, not as easy as the electronic one we have nowadays .The electronic television is much developed and easy to use .It is rectangular shaped offering wide view angles .It can be defined as a piece of electrical

equipment with a screen on which you can watch broadcasted programs. The term rectangular was used here to describe the latest television format which was not the case for previous ones .

Although the first electronic television was invented in 1927 , the remote control did not come until 1955 .In its early appearance in 1948 , the remote control was called “Tele Zoom ” since it used to zoom in the picture of the television only and had no other option .Then , and after seven years , the wireless and multi-services remote control we know today emerged .

Television is a source of entertainment , news update ,information , and general cultivation about life. You can live many adventures and experiences that enrich your mind from your home by watchingreal actions and scenes , or watch the match of your favourite sports team , share the joy of traveling with family while sitting on thecouch .

Those programs are broadcasted through satellites and reach us as satellite channels .Among those channels there are some specialized in certain domains such as cooking channels , documentary channels, and movie channels. Some channels present different contents .

### **1.3.3 The Internet**

The internet is a technological communication tool . It is a global network that **relies** on physical cables . (Leiner ,B,M et al )define the internet as “... a medium for collaboration and interaction between individuals and their computers without regard for geographic location” and that “It represents one of the most successful examples of the benefits of sustained investment and commitment to research and development of information infrastructure ” . (P.01)

The internet did not begin with the high technology as it is today .In the late 1960s , the first message was communicated from one computer to another .According to (Andrews ,E ) the first message attempted to communicate was “LOGIN” but only the first two letters of the word were transmitted .

Now and after its development , the internet became wireless which facilitates having access to the web without flexible wires but via radio waves .Wireless Network , also known as WLAN serves the same purpose as the wired on and it is to link users’ computers.However, the difference between them , is that the wireless one is faster and much easier.

The use of the internet can be by computer or other electronic devices such as smartphones and smart TVs .Once you get online and get connected to the internet , you enter

limitless searches and data .Yet , itcontains countless helpful systems and tools which hook you up to broad capabilities .

### **1.3.3.1 Web**

The term web means a complex system of interconnected elements .However ,the World Wide Web is a system of the internet that serves formatted documents in HTML that supports links to other documents as well as other files, you can get accessed to this through Web Browser applications for example Chrome and Firefox .

You can type your keywords in the search column. Besides , you can literally type anything, then results start appearing sorted by the most relevant and viewed websites which present rich articles with information and knowledge provided by writers , journalists , researchers and scholars .

### **1.3.3.2 Electronic Mail**

Electronic mail is mostly known as E-mail , considered as the first communication tool on the internet ,used for sending and receiving messages with e-mail users .After subscribing , you will own what is called email address this way : tomorrow@association.com

Almost everyone who uses the internet has an e-mail address since it is needed to identify your access to many operations as well as in creating personal accounts and profiles on social media .The well-known e-mail providers companies are Gmail , Yahoo , and Hotmail.

### **1.3.3.3 Social Media**

Social media are websites and applications for electronic communication , socialnetworking and blogging .They express the ability to create virtual (can be real) communities among individuals and share instantly many contents .By analysing the name ; social can refer to the interaction of people and both sharing and receiving information .On the other hand , media refers to the communication instruments whether the mean or the data they use to do so.

To log in any social media you have to create a personal account to identify yourself by providing your address e-mail ,your last and first name , age , country and maybe other personal information .Then , in some websites and applications, you have to organize a personal profile as well including picture , biography known as bio , posts you are interested in and many more .

This personal account needs a username to help your friends find you among billion of users. You can choose whether you put your real name or just a nickname which can be anything for example : “Black Hawk ” or “ Tulip flower ” , those may be a nickname of a social media user. Despite this, there are communication websites that provide users to chat anonymously.

There is a difference between social media and social networking .Social media is the use of interacting means to unlimited audiences.Whereas social networking , they build both business and personal relationship within interactive environment. The example of Facebook provided by (McMillan ,P) will make it clearer : as a social networking site , facebook permit you connect with friend and comment on various shared topics , and at the same time companies use it to present their brand , and this is what he consider as a distinctly use case for both social networking and social media .

The social networking is a part of social media and it could not exist without the social media. And according to (Davis ,2012) The difference between social media and social networking is that social media is a broader term , whereas social networking sites are one category of social media .

Social media, or the internet in general developed the information releases .In previous media such as newspaper , TV , and radio information are shared by powerful authority figures and give you only what they want you to know and no such a way to respond .With contemporary media , any information could be shared and by anyone with the ability to communicate it directly and immediately .

Far away from the social media , the media shifted from one-way communication to two-way communication . Classical model of communication used to transmit a message from the sender to the receiver through the medium , for example the television .Which restrict the message ‘programs’ at what time you can watch them , and what programs you watch ,the receiver (audience) has not the comfort to see his/her favourite program whenever they are available , as they has no capability to share their opinions or comments , this is the one-way communication . However , now the medium holds messages from many senders (sources) to



many different receivers . Additionally , the receiver can message the sender back , what is called the feedback , instantaneously ,has the ability to choose the program , movie , or any content he would like , repeat it , save it , and leave a comment . And this is the two-way communication .

### **1.3.4 Advertising**

Advertising is to promote for a product , event , or something else for the seek of the entice of public . Thus , for sales and public fame .This promotion is called ‘Advertisements’ and the abbreviation form ‘Ads’ ,is a form of communication for convincing and fostering about certain services , information , or product .

Advertisements are of course share via different forms of mass media ( printed , broadcast , and digital ) , in exchange for money .This means , the mass media presenting and helping the promotion of this product or service , is paid , by the owners looking for greater customers ; an exchange of benefits .

Mostly , advertisements prior sending the idea of buying or dealing , they search for transmitting the information influentially , which helps to raise sales indirectly .First by attracting the audience ‘customers’ by the advantageous features of the service as well as proofs and argument that the thing they are promoting is special and a high quality , to give them a sort of satisfaction towards it .

Televisions , radios , newspapers are full of advertisements , even when browsing the internet you may encounter an AD every five minutes at least , these advertising media are paid by the advertiser (sponsor) .Therefore , advertising is a form of communication , where the brands (sponsor) is communicating a message to the audience (customers) via mass media.

The objectives of advertisements are represented in informing people about the product , then convince them to buy the product or try the service offered , and strengthen the idea that this brand is uncompetitive with the others .In other words , the advertisement’s target is to persuade people , then to react towards the thing advertised , when it can be campaign for public benefit .

Advertising started with the word of mouth method , and through time it developed alongside the development of media .Media witnessed advertising in each form of it through history , for the fact that advertisements are a crucial source of earning .Indeed , when ads are

productive and creative , they are , no doubt , an effective way of attracting people and raising the wins of the sponsor .

### **1.4 Advantages and Disadvantage of Media**

All media including the previous and the new media , has positive and negative aspects which we are going to mention in the following lines starting with the positive side .As said previously, media came to enlighten people with knowledge and supply us with information .It keeps us updated with the latest news in various domains within a short time . Media warn us about natural disasters , bad weather , or an unsafe situation in our area. By spreading awareness about injustices and corruption, media helps us lead our society to change toward the best.

Via media ,people can request help with a certain question , advertise a product , a company , or other business **matters**. Learning new things widely ; new languages ,food recipes , new skills, history , movies , documentaries which make media educative .

People by modern media can invest time and pay their bills or other fees online such as internet bills , studies' fees when joining university without the trouble to move and waiting in the long assembly line ,and successfully make hotels and planes reservations .

In addition to previous services ,media make you a sociable person that can easily make new friends , contact relatives anywhere and anytime .It **helps** you interact in a direct manner instantly regardless of the long distances .

According to the negative side of media , it is represented in the possibility of getting informed about false or incorrect news , with wrong arguments as well and the worst is that you might believe in it . While concentrating with media , it can distract you to the point that **wastes** your time , and you miss doing a lot of necessary things . In front of cameras or voice recordings you should be careful about your behaviours and words because errors are recorded and archived .

In modern media , and with the existence of personal profiles , your private life is exposed because of the common piracy processes ; your personal information can be stolen and sometimes you can get exploited due to this theft .There is also a possibility of facing personality theft ; someone using either your information , or another's in order to exploit people or to make them fall in troubles .This process is almost the same as copyright .

Self-image manipulation on social media is a problem as well . Users post the beautiful portion of their lives only ; their moments of joy , their expensive properties , which make the viewer compare to his life unintentionally and that cause sadness and even depression especially for children or teenagers , even knowing this user has the control on his posts and surely he would not post negative things that make friends or followers alienate him.

The contents of movies and music videos can be a disadvantage also . There are certain categories of movies that contain violence , war , killing and blood scenes that should not be watched in front of a child , otherwise , he will raise as an aggressive person . About the music videos , they choose mannequins , prettiest young women in a good shape by a casting they do before for the success of this video , but a female viewer would forget about everything but get jealous and do anything to be like that actor or dancer which leads her sometimes to eat unsuitable medicaments or stress herself to perdition .

## **1.5 Conclusion**

Media is a communication tool that closes up people, minimize and challenge distances as well as time. They influence the audience in a way or another surely , but this refers to the consumer himself ; he must know how to utilize media carefully. Through this chapter , we focused on media , its types , how it developed through time and got enhanced , alongside with its functions , good and bad services it presents . The following chapter , will be about identity , and the set of categories it belongs to and which they affect it.

**Chapter Two :**  
**Overview about**  
**Identity**

## 2.Introduction

Identity is the main subject of this chapter , we all know that it expresses who we are , but it does not stand on this only , for which we are including its definition and comments on it by different scientists and its types , alongside with the definition of culture , and the focus on cultural identity especially sticking to our research theme .

### 2.1 Definition of identity

When we use the term “identity” in our ordinary discourses , we intend to give a characterized description about ourselves , a person , or a community ,since it can refer both to social categories and individual’s self-respect , as mentioned in (Jenkins,R) “the meanings of the word ‘self’ parallel the general meanings of identity” (p49). Then he added, “It leads me to propose a definition of the self as an individual’s reflexive sense of her or his own particular identity, constituted vis-à-vis others in terms of similarity and difference, without which she or he wouldn’t know who they are and hence wouldn’t be able to act” . (p49)

The self-description could be non-verbal ; identity is shown by the unintentional actions or reactions to actions done .Deng used identity in his book considered as following “ to describe the way individuals and groups define themselves and are defined by others based on race , ethnicity , religion ,language and culture” (qtd in Fearon,J,D)

Identity is also a set of beliefs , principles , and choices we make, which reflect who we are . But at a very early age , man can obtain those principles from his parents and the local culture ( surrounding culture ) , nonetheless , those beliefs and ideas could not line up with one’s authentic self when becoming mature .It is what makes him conscious and aware to learn from the daily challenges of life that may lead to re-new the ideas and thinking. Because in fact ,identity is never the same , it **continues** developing .

One’s identity formation takes place in the recognition of one’s objectives and purpose of living .By the process of trial-and-error. Heshmat,S believed man should discover the things he can do better than all from which he **gets** positive feelings doing it, as well as the goal he wants to reach in life ; those activities determine his authentic self, and spread self-satisfaction to him by which he can spell success .

An identity is a form of character that **represents** one in front of the public in a particular way. However, one can hold more than one identity, which is a natural exhibition represented in his acts, for explanation we take as an example a teacher. The teacher can not act in class with students, like a father at home with his children, nor like outside with his friends. He can perform greatly different acts according to the different situations accompanied by a good sense of coherence.

Our identities reside in our differences, they are a form of label that marks us to be distinguished from each other. For James Baldwin "An identity would seem to be arrived at by the way in which the person faces and uses his experience" (brainyquote). It **constructs** from the experiences we live and the circumstances we face in our lives, which teach us lessons each time, and which can change our way of thinking about something, or the way of dealing with some category of people. Despite that, according to (Marcia, J, E) "identity is a stage of ego growth, hence it is consolidating at late adolescence strengthens those aspects of personality having to do with judgement, delay, and efficacy".

## **2.2 Roots of the term identity**

Unlike the current meaning of the term identity considered as the quality of being who you are, the uniqueness, or being characterised/categorised, identity was used to express sameness of two persons or items prior the second World War. The term derived from different ancient languages such as middle French "identité", late or medieval Latin "identitas", and Latin "idem", these terms were meant to describe the oneness and sameness. The medieval Latin word "identitas" came from the adverb "identidem" which was used as "repeatedly".

The concept of identity we now know is new, was first used by Erik Erikson in the 1950s. Erikson made a theory of human development of eight stages, revealed in his book 'childhood and society' and notable in a chapter titled 'the eight ages of man'. Among these elements he included 'ego identity' which is the conscious sense of self that **develops** by the social interrelation and change over time as a result of new experiences and information we get from the social interrelations.

**2.3 Types of identity**

The term identity despite being simple to understand as the fact being who you are and what you believe in ,it gives the individual privacy and self-respect , yet , it is what **reflects** his culture , beliefs , civilisation , history and his real self .Identity covers many types and sub-types which each one of them is responsible for a specific part of one's own identity ; shape and determine it . The types of identity are as follows .

**2.3.1 The social identity**

Society , indeed , is a form of bond between individuals .For Jenkins , there is no existence of the human mind and selfhood without relationships .He considers 'society' as "conversation between people". And claimed "although identities are necessarily attributes of embodied individuals, they are equally necessarily collectively constituted, sometimes at a high level of abstraction" (Jenkins , R ,p46) .Yet ,Jenkins said that he rather likes to say 'human world' instead of 'society', then defined it as " [...] is the field upon which the individual and the collective meet and meld" .

The social identity concerns the social categories that the individual belongs to , depending on , for example , social status ; occupation and previous occupation , age , gender, sex and region .This categorization helps the individual define and classify himself in an appropriate rank in society .The social identity is related to your relationship with your social group (with whom a common thing gathers you) and with other social groups .

For example , how teachers behave with each other , then with students . Another example , how old people like our grandparents speak with each other , and how they speak to other age groups ? They would give more advice and wise expressions to interlocutors from other age categories , however , they speak about their youth days and how the generations changed for example , between each other ( when speaking to person from the same age group ) .

Social identity is in fact one's membership in specific social groups by sharing the same thinking , activities ,beliefs , or in general they must have any characteristic or characteristics in common .In other words , it is a cluster of persons marked or known by label or labels mutually used between them , they may allocate themselves to these social categories , or they can be allocated by the others .Those

labels consist of qualities and properties that are important enough in being “who you are” so they may change your identity if they disappear .

Moreover , the social identity is a complementary part of the social life that tells you more about the person you are dealing with in order to determine the relationship you both can turn around.

### **2.3.1.1 Social identity theory**

Tajfel Henri is a polish social psychologist , the pioneer of the social identity theory (1979) , considered as his major contribution to psychology .Tajfel proposed that the groups we belong to as individuals supply us with pride and self-appreciation which may cause prejudice among society ,by dividing it into ‘them’ and ‘us’ .Tajfel sees that one’s identification is gathered from his memberships in different social groups since he has multiple identities which makes him behave the way he does within each group under what the group **expects**, and this what **makes** the social identity theory an interchange between personal and social identities .

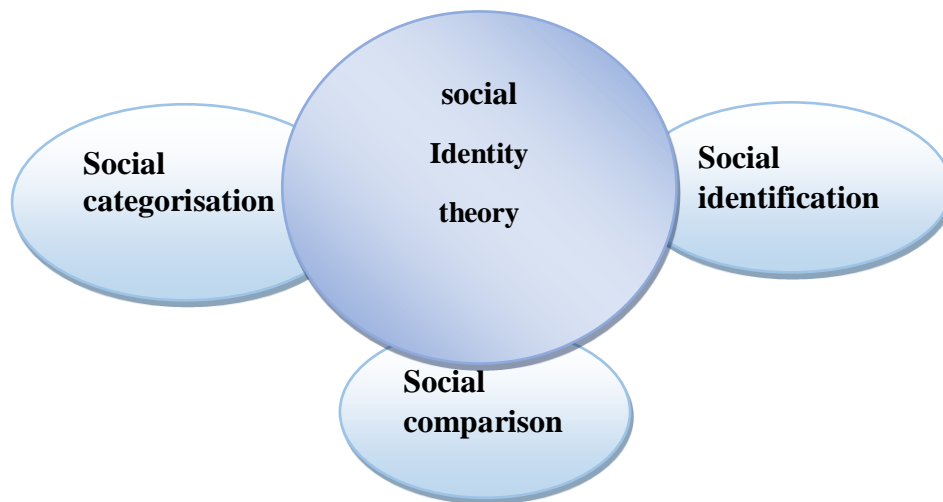
Tajfel with the partnership of Turner , agreed on three key cognitive elements of the theory , in addition to the process of in-group favoritism .Starting with the phases of social identity theory .First , social categorization which means classifying people in social groups , for them it helps define individuals on the basis and norms of these groups rather than their identities in order to well organize and comprehend the social world , this is the idea that Tajfel and his partnership expressed ; the social identity matters much more than the personal one .Thus, we can know more things about a person when knowing what category he belongs to, even we can discover more about ourselves through social categorization .

Social identification is the second one .It is when the individual identifies himself or **gets** identified by others , he start behave the way he sees how members of that group should behave . In other words ,we acquire the identity of the group we are in .For example , when a lady **becomes** a mother , she will take the responsibility of households , be the last in family who sleep and the first who wake up , and giving all her care and love to her kids without the demand of anybody , but because she joined ‘motherhood category’ .The process of self-identification leads the social identity to influence our intergroup behaviour .

Finally we got social comparison , after recognising what social groups we identify in (one can belong to more than one social group) , we look for comparison between our group and other social groups .And this comparison must protect the individuals’ self-esteem in order to



perceive in-group favouritism , as well as it must be between another group in the appropriate situation ( for example between a talented cooking chef and a professional one ) .



**Figure1.three cognitive processes of social identity theory**

Within their groups , individuals are having a positive feeling about themselves being in the social standing they are in , and which they view it favorably , and perceive self-esteem from .For (D, Abrams) positive self-evaluation as a group member can be achieved by ensuring that the in-group is positively distinctive from the out-group. Usually, group members will engage in social competition with out-groups to try to make the in-group positively distinctive “Social identity theory addresses the ways that social identities affect people’s and behaviors regarding their in-group and out-group” (Leaper ,C)

### 2.3.2 Political identity

After understanding the term ‘identity’ , we can perceive each type as belonging to a certain group by sharing the same principles as other members in certain domains .For example for the political identity , it is how people define themselves politically by declaring their belonging to a given political party which demonstrates their identity by a title for example ‘ the democratic and republican parties in the United States of America’ or ‘the liberal democrats and conservative parties in Britain’ .

Political identity **implies** as well in one’s belonging in a racial/ethnic group , in a nation, or an ideological movement , and even religiously , as long as it **impresses** his political

behaviour and attitudes upon the government policy , in addition to their insight of candidates both of parliament and the presidency to express their voices through elections .These parties fight for achieving and realising the groups' interests and demands .

It concerns also nation-state membership , ethnicity , economic status , and language . For the nation-state, it **refers** to people living in the same country ,sharing the same cultural , political , and geographic identification .This means ,nation-state membership matter the people living inside same country , ruled by the same government , sticking to the same laws , speaking the same language, and celebrating the same national days ( as in Algeria the 5<sup>th</sup> of July ) .

### **2.3.2.1 Identity politics**

When a set of persons of same religion , gender , race or ethnicity associate to stand up for their political interests , this is identity politics .Feminist and civil rights movements are examples .There are some critics declare that this is a divisive act which **leads** to discrimination in society between groups as blacks and whites (racism) ,Sunni and Shea (as happening in Iraq) or protestant and catholic (as happened in 17<sup>th</sup> century in Europe) ,last but not least Arab and Jews .

Identity politics is represented in individuals sharing same identity who are marginalised in society ,unite to shout their voices seeking to obtain their political rights, freedom, and higher self-determination .As Blacks did in America during the 1950s and 1960's 'civil rights movement' .After they got rid of slavery , Blacks were segregated in schools , jobs , and in their everyday life , since the birth of this movement began from a bus scene .Blacks were having the right to sit on back few seats only , when black women and few men sat on front seats , a white man did not find one for him. Absolutely the driver commanded them to back off for him , after their refusing they got arrested. In fact , there is a recent movement of Black called Black Lives Matter organized in 2013 after an acquittal to a white who murdered a Black by shooting in the US . This discrimination ,marginalisation, and oppression of some segments from society can no longer be silent , there must be a day they get together to rebel against the injustice for their rights, what is called 'identity politics'.

### **2.3.3 Cultural identity**

Cultural identity **refers** to the self-conception when belonging to any kind of group that differentiate culturally (race/ethnic , place of birth , religion ..) , it can be personal or

collectivity within a group in which members are sharing the same culture represented in principles and beliefs to help them identify themselves together to widen their relationships .

For the continuity of a given culture , we start adopting it at very young age from our parents and our environment , then keep practicing it when growing up , traditional cuisine of our origins (type of food) , wearing the traditional clothes of the region , and even practicing the religion .Cultures are widely different from one country to another , or from continent to another , yet it may not be that different from regions within a single country .(Damasio , A) said “our world , our environment , is so complex and so varied on the planet that social networks and cultures developed to regulate life so that we could survive” (qtd in Jandt ,F,E,P5)

By culture , we distinctly interpret the environment and the world , and how we relate to others .Moreover , a culture is embraced by sufficiently large community in order to get adopted by new generations , because culture is transmitted through tradition from the family and the public activities and places we **show** up at routinely in our societies such as schools , universities, workplaces , and places of rituals ( where the group members practice their religion publicly ) .

Culture refers to the group’s assumptions , values , thoughts , and beliefs that shape individuals’ styles of lives. Hofstede admits of four elements of culture : symbols , rituals , values , and heroes (qtd in Jandt ,F,E,p6). Symbols turn to the spoken language of the community , or even non-spoken language (gestures) that **are** used for specific ideas , and members sharing the same culture can easily communicate and interact by using only gestures, for instance we turn the forefinger around itself to express the word “ later” .

Rituals according to Jandt are the socially essential collective activities within a culture(p6) .It is religiously linked , represented in the way people practice their religion like worshiping , fasting , or visiting the church .. etc .It is the faith that one stick to , and to not let down for any reason , which produce his acts .Despite this , some people change their rituals for their personal reasons .

Any one has the right to pick up what is reliable for his mind , values as well for some can not be convincing ,thus it appears in the majority of culture’s members .Values are the common idea about something good or bad , desirable or undesirable .Moving to fourth

and last element, heroes .They may be real or imaginary personalities with powers that the members of their same culture suppose to behave the way these heroes used to ,and they are presented in the culture's myths .

Here by mentioning the term myths , obviously , are one of the elements which the culture comprises , they are stories told to clear up the roots of people , the historical events they experienced , or to determine right and wrong beliefs .A culture even include taboos to highlight the behaviours that are considered prohibited and unaccepted like exhibiting some part of body , or the smoking for women in Arab societies .

Behaviours are ways in which members act vis-à-vis people relying on cultural patterns . Individuals behave differently according to their position in society : students , directors , parents.. etc .Behaviours change by the changing of culture , and culture differs by the timing and placing notions in addition to the social roles of individuals .Culture varies from society to another ,we can see some phenomena in some societies which **do** not exist in others for example having child without getting married you find it in western societies , however , in Arab societies children are expected to be born only to a married couple .

When individuals identify themselves in a certain group which amongst they share the same culture , Collier and Thomas (1988) called it cultural identity , that everybody has , it let you know what challenges he has to deal with ,but do not tell you about the person himself .In accordance with the experiences he lived .One can have a mixed culture for the circumstances he faced; for an Egyptian whose studies were in France and now settling in Canada ,he adopted from each society its customs , for example in France his breakfast changed and in Canada he became bilingual speaking both English and French .

Persons may have as well a sub-culture , it can be more than one , formed depending on social class , ethnicity , and region , and it **distinguishes** people within the same cultural group . Subculture is represented in groups from which derives different norms and values within one large culture , based on socioeconomic status , social class , and ethnicity .We can observe this distinction within the Algerian society in Kabylia or Chaoui subcultures , each one differs in its own way unlike Arabs which are the majority of the society .

Within a single society , in addition to subculture , there are subgroups , both exist among a dominant culture .It encompasses mainly people of the same occupation , and it is important enough to influence individual's attitudes ,like in some organizations and

institutions they dress alike , share a common vocabulary and similar values (Jandt ,E, F ,P18). Subgroups' memberships are not as large as culture's memberships , but they control human life and identity similarly ,and subculture is involved as well .

## **2.4 Sub-Types of identity**

What I consider here as sub-types are the basis of the types cited above .There are even more sub-types than the types itself , it is what formulate one's social , political or cultural identities .The sub-types of identity are involved in shaping the individual's personality , yet , the way he **behaves** in his daily life , the types of relationships he engages in and the different groups he **associates** in . Some of these sub-types of identity we born to ( gender , race/ethnicity ) , and others are adopted according to the situations and experiences we pass by in our lives .

### **2.4.1 Ethnic identity**

Ethnicity is the shared culture amongst people descended natively from a given region, it includes language ,nationality , heritage ,religion , dress , and customs .Members of ethnic groups identify together based on these cultural practices , that a member may follow all of them or some. Ethnic groups may perform distinctive features such as language or accent , physical appearance , family names ,customs , and religion .

Some people have a mixed cultural backgrounds and share it with more than one ethnicity , which means he can be adapted quickly or even behave normally in those different ethnic groups ; for instance , an individual born within mixed parents in another region , he **adopts** cultural features of his mother's origins , father's origins , the region he was born in , and as said before he may reject some of them , such as the religious aspect because one can not believe in many religions at the same time .

An ethnic group does not occur on the basis of common regional and cultural origins , yet they get evolution as a result of their unique historical and social experiences on which their ethnic group stands , maybe they lived as a group discrimination due to the process of immigration .Ethnic identity can be the basis of cultural identity and affect communication with others outside the group (Tylor ,et al ,1986 , qtd in Jandt ,F,E,P 13)

Additionally , ethnicity is not like other sorts of identities , because ethnicity is considered as the private or personal belief on common ancestry .This is related to this

definition : “ethnic identity is defined as a sense of belonging based on one’s ancestry” (Green,E ,et al) . As examples of ethnic groups around the world , there are the Kurds in the Middle East , Kabylis in North Africa , Maoris’ in New Zealand , Afrikaners in South Africa , and Aleut living between Alaska and Siberia .According to (Stavenhagen ,1986) there are 5000 ethnic groups around the world ( qtd Jandt,p12)

### **2.4.2 Gender identity**

Males and females get born with a completely different inner-self from early ages , right from childhood .The gender identity consists of how males and females perceive themselves and how they interact with both the same and the other gender . Men and women **do** not have the same behaviours , characteristics , and thoughts .Nonetheless , there are expectations waited from you according to your gender by society concerning the previous aspects .

However , these behaviours can not be mutual in all cultures .There are different norms related to different cultures about how a person should behave based on his gender , there are some behaviours are considered normal in some cultures , whereas in another seems shameful.For instance , in Western societies it is normal if a guy had an ear-piercing, whereas in Arab societies the ear piercing is a feminine act that is scandalous for a guy .

The gender identity is how you feel inside to express your gender , whether you express femininity or manhood (manliness). This feeling starts earlier with toddlers , it can appear in their toys’ and games’ choices , while boys prefer car toys for example , Karate fighting with each other , girls prefer Barbie dolls or playing roles of mom and daughter .

Gender identity is related to the explicit expression of one’s sex , moreover , it resides in inner knowledge , although more recent views challenge this assumption by arguing that gender identity is created in the context of interactions, societal structures, and cultural expectations(qtd Martin , L and Dinella , L )

### **2.4.3 Personal identity**

It **refers** to the characterised features of someone that makes him the person he is ,and towards which he feels a special sense of attachment .This begin to accumulate from our experiences in life and our social environment , as Tajfel mentioned People's identities can be seen to have two components, personal identity and social identity (qtd in Liebkind ,K , and Lahti , I)

After our personal identity are constructed , it **exhibits** in our behaviours , interactions with people , as well as in our reactions in a manner you and people see you as this is the real you , but indeed it changes over time .People enhance their personal identities through time , by having a look at the old situations we lived that influenced our identities today greatly .

It was easy to get that personal identity is what sort of persons we are , labeled by the principles we adopted according to what we experienced in our lives .But in philosophy it is not that easy . For philosophers it is about who we are as human beings ? What are we made of ? Where we will be after death ? and other philosophical questions in this context .

The development of personal identity **continues** as long as we have a soul and a mind .The person you are now may not be the same as after five years , a football fan who practice it in his free time may not be interested in this sport any more after a good while .

#### **2.4.4 Public and private identities**

Public identity is who you are from the outside , the attitudes that you tend to show up to people when interacting with them .This type of identity refers to the image you want people to have about you through your way of speaking and dealing in everyday situations , and it is shared with a wide range of persons .It is used most in foreign societies where the individual feels strange and different from others , to avoid pointing fingers to him he would act the same as them .For example , many Muslim girls take off the Hijeb after leaving their Muslim countries for studying or living , as a result of the harassment they are subjected to .

This image you want to expand about yourself , you have control over it , by knowing your defects and hide them, and expose good habits to attract people to you , and this is human nature . In this context, we must highlight that sometimes the individual is showing complete other self ,

in order to fit in within the society he is in .For that reason , public identity is so far considered ‘fake’ . Thus , public identity is how people perceive you as an individual .

In contrast to the private identity which is the inner self , it is how you are constructed from the inside or expected to be depending on your race/ethnicity and culture .Private identity could be more than interpersonal , but shared within a small circle of close partners ,

whether from family or friends , the closer people you know , you comfortably behave naturally with and with all credibility or tell secrets .

Unlike the public identity , you have no control over your private identity , you are born to it .Indeed , it is favourable because it **urges** one attaching to his cultural background and heritage , and urge him to appreciate his differences between others , and seeking respect for his own values which teaches him respect for the other's as well .

### **2.4.5 Self-identity**

Human beings distinguish in many aspects , and resembling in others .The self-identity is what characterizes you tightly and precisely ; your name , family name ,place of birth, what you like and dislike , how do you look like .. etc . It describes mainly the unchangeable things, that is to say your occupation or relationship status most likely not involved .However , it includes the traits you adopt as a part of your self-concept , for example as being honest , greedy , or optimistic and so on .

You have first to differentiate between self and person , we can say 'internal self' ,on the other side we say 'the external person'. From which we understand that the notion of the self refer to the "individual's private experience of herself or himself" , whereas the person is "what appears publicly in and to the outside world" (Jenkins ,R ,p50)

In this context , Jenkins defined self as the "individual's reflexive sense of her or his own particular identity , constituted vis-à-vis others in terms of similarity and difference" (Jenkins,R, P49) .For him , the meanings of 'self' parallel the one of 'identity' .Thus , his definition **tends** to say that self is how individuals perceive their identities in accordance with the set of activities they prefer to do .

Self-identity according to Abrahamse **refers** to stable and prominent aspects of one's self-perception [...] The self-identity concept added significantly to the predictions of intentions , over and above attitudes , subjective norm , and perceived behavioural control .

### **2.4.6 Racial identity**

It is ascribing to one's racial group , and the sense of identifying in that group (Belgrave , et al) defined racial identity as one's sense of self that is related to racial group membership. Janet ,E ,Helms said it is based on a perceived common heritage with a racial group. Racial identity includes the power of one's own identification with one's racial group .



The term race refers to different populations within larger species, seen as biological. It refers to physical characteristics including eye, skin and hair colours, and other facial and body characteristics of people descended from a specific geographical location. As an example we take the Caucasian race, they are people from a region called the Caucasus located between the Black and Caspian seas, so the term Caucasian refers to European people who have fair hair and eyes colours (it is why the term Caucasian in the US is used interchangeably with the term white), they have, as well, narrow noses and thin lips.

Anthropologists do compare between populations in order to understand the structuring of human biological variation; they consider race as biological characteristics of human beings in different places around the world. However, other anthropologists consider it as the way people split their social world into various groups.

### **2.4.7 Ego identity**

As cited previously, the German psychoanalyst and psychologist Erik Erikson, was the owner of the psychosocial development theory, in which he presented eight stages of human personality development. The term psychosocial may be new for you, it refers to the human psychology within the social life. Therefore, it involves both the psychological and social factors which both have an impact on mental health. These eight stages are divided onto human age chronologically from childhood to adulthood, each stage helps the person adopt basic virtues and a strong personality, according to the experiences he had during a given stage. And this what Erikson considered as 'Ego identity'.

Erik Erikson (1968) defined Ego as "the individual centre of organized experience and reasonable planning, stood endangered by both the anarchy of the primeval instincts and the lawlessness of the group spirit". (p46). In addition, Erikson described ego identity as a sense of self-esteem that grows step by step until the point of conviction that the ego is qualified to enter what he called: "collective future".

And in order to not mix between ego and personal identities, Erik clarified on one hand that personal identity is based on "the perception of selfsameness and continuity of one's existence" and "the perception of the fact that others recognize one's sameness and continuity". On the other hand, and more than the fact of existence, ego identity "is the awareness of the fact that there are selfsameness and continuity to the ego's synthesizing methods, the style of one's individuality, and that this style coincides with the sameness and

continuity of one's meaning for significant others in the immediate community" (Erikson,p50)

### **2.5 Racial versus Ethnic identities**

While an ethnic group is sharing common cultural traditions, a racial group shares common physical characteristics that identify them in that group .For an easy beginning we might highlight following points :

- Ethnicity is cultural , whereas race is biological .
- Ethnicity may be exposed or hidden , while race may not ,it is rather clearly seen .
- Ethnicity may be regarded or disregarded depending on the individual's own principles or assumptions , but the race characteristics you have no control over, could not be changed .
- Ethnicity is related to the group's historical experiences .On the other hand , race is related to genetic ancestry .
- Ethnicity is based on learned behaviours , whereas race is the features we born with .
- People of mixed cultural backgrounds may identify in more than one ethnic group , while race can be single .

For instance an Asian who is was born in Spain , he would feel ethnically as Spanish since he speaks Spanish , eats Spanish food , have a strong knowledge about the history and culture of the society he is actually in maybe more than his native land (land of his roots) , but when he moves out of the Spanish society , people perceive him racially as Asian .

The ethnic groups we can state : Jewish , Cambodian , and Arabs .You can find people of different races sharing a common ethnic identity or identities , such as white and black Americans . Ethnicity is something practiced based on what we believe in .Always with the Asian example , if an immigrant Japanese does not engage in any ethnic practices , whether sticking to the customs and traditions of his region , or religious rituals , he might not be identified ethnically.

Since Caucasians are worldwide we take a small example here about them , Caucasians descending differently ;one from Italy and another from Canada , they may look alike physically , but behave widely different as a result of the difference between cultural (ethnic)

backgrounds each one acquired from his society , speak different languages , and different traditions and beliefs which impact their daily routine practices .

To conclude this , race is how we categorize people by skin colour and phenotype , this latter refers to certain features in the physical appearance that is shared by a given group . Within the US only , you may find many racial memberships such as ,Black , white , Asian , Latino , and American-Indian .But racial groups , though you may find many within a single nation , it is fewer than ethnic categories .Unlike race , ethnicity does not have obvious clues that tell you about one's ethnicity ,unless you deal with him .Thus , ethnicity stands on the basis of culture , including adopted or learned elements such as language , religion ,norms , customs ,traditions ,history , and practices in general .

### **2.6 Identity and community**

The occupations in society , relationships , and collective activities we involve in , and which are ranged from our choices and interests in life , bonds us with others , whose characteristics are similar to ours in a way or another . Those positions unify us all together to form a community .Simultaneously , our own choices and interests are influenced and shaped by the social environment in which we play various roles that are exposed to change as the social world change over time .For example , the field I am willing to choose at the university depends on what are my interests based on, in accordance with my ideas and principles . However , my ideas and principles are influenced or built through the experiences I had in my life within the social world .

### **2.7 Conclusion**

The new term of identity which previously was used to express sameness , now **refers** to the individual's characteristics of self .Identity refers to the way individuals are distinguished in their social relations with others . In this chapter we saw the concept of identity in detail, as well as its several types .However the next one will include the data analyses to reach the answers this work **seeks** of , in order to well explain the impact of media specifically on the cultural identity .

**Chapter three :**

**The impact**

**of Media**

**on Cultural identity**

### 3. Introduction

In the previous two chapters we tackled on one hand media ,which is represented in the news , information , and all types of programs shared via mass media whether in a written, broadcasted , or digital way . And on the other hand ,we tackled the concept of identity , and understood that it is used to describe individuals personally , socially , politically , and culturally .It expresses as well their uniqueness , and simultaneously their relations with other groups .In this chapter , we are going to explore how the contents posted on media influence one's cultural identity specifically .

#### 3.1 Globalisation

Globalisation in its literal meaning is to bring together things that are globally separated , in order to become global in all aspects and all domains .The term globalisation may be new , it was first appeared in the 20<sup>th</sup> century , exactly in the 1930's according to the Oxford Dictionary .But the phenomenon itself appeared thousands of years ago .People used to exchange goods ; selling and buying from each other since the existence of human beings .For example , as the story of the Italian explorer Christopher Columbus , he discovered America while he was on a journey to India in a mission of buying Spices to his country .

People used to sail many days across the oceans to reach different countries in order to buy and sell goods from each other , and exchange services . Recently , by technological advances , they could interact more quickly . Thanks to Air Planes , Telephones , the Internet , and many more means , which facilitated the interchange of information , cultural practices , and trade to unlimited space .

Globalisation is a process of connection between different people (nations) , companies , and governments , which has effects on the economic development , culture , and political systems .It is , therefore , “an international industrial and financial business structure” .The World Health Organization defined globalisation on their official website as :

**“The increased interconnectedness and interdependence of peoples and countries , is generally understood to include two inter-related elements : the opening of international borders to increasingly fast flows of goods , services , finance , people and ideas ; and the changes in institutions and policies at national and international levels that facilitate or**

**promote such flows .Globalization has the potential for both positive and negative effects on development and health” .**

Thus , it is the inter-change of financial , commercial , social and cultural transactions , while the last sphere includes the migration of citizens to different countries .The WHO’s definition of globalisation is near to the one of The World Bank ,but in different words , which defined it as “the growing interdependence of countries resulting from their increased economic integration via trade , foreign investment , foreign aid , and international migration of people and ideas” (Soubotina ,p83 , qtd Renzaho Andre M N,p01)

However , (Tomlinson p165) defined globalisation as a “rapidly developing process of complex interconnections between societies , cultures , institutions , and individuals worldwide . It is a social process which involves a compression of time and space , shrinking distances through a dramatic reduction in the time taken –either physically or representationally – to cross them , so making the world seem smaller and in a certain sense bringing them ‘closer’to one another” .

Characteristics of globalisation accounted as following : trade , financial flows , investment , technology , cultural exchange , and policy environment .Globalisation has not only an economic dimension , but also political , cultural , and social . First ,the economic domain in globalisation **refers** to the exchange or the flow of goods and capital between countries and across boundaries .Second , the social globalisation is the interchange of information , ideas , and people between two different nations or societies .Finally , the political globalisation is the relation between two or more countries , sharing or exchanging political interests standing on embassies and foreign organizations .

Globalisation was developed by technology , including means of transportation and communication , the latter **refers** to media .Media plays a crucial role in communicating international information .After its advancement year by year in the few previous centuries , in the 21st century media made the global communication hyper-fast . Globalisation is a general term of such a wide process that has many aspects , from which we are picking “Media Globalisation”.

### 3.1.1 Media Globalisation

Through time mass media developed to permit mass communication **to pass** over national borders to become possible internationally . The process of media globalisation in particular , “ is characterised by convergence” , “because of the convergence of old and new media technologies as well as the convergence of old and new media organisations to form immensely powerful transnational media conglomerates . It raises new possibilities and new questions , and new challenges .”

Media globalisation is represented in the transnational television programming and other types of shows .These media technologies perform a situation where a large amount of information can be shared around the globe in only a few seconds through movies , books , magazines , music recordings , advertisements , and the web network . These media connect the world virtually somehow and in reality as well . You can be informed about what is happening in Europe while you are in Africa . You can make a close friend to whom you tell your secrets without having meeting him . You can also be in your country consuming a product which is imported because you have seen it in advertisement and was curious to try it.

Media play a crucial role in the process of globalisation .And the development of media technologies contributes to enhancing globalisation .At the same time , media is the side the more affecting in the process of globalisation ; more than trade for instance .However , media in globalisation affect trade , finance , culture , social life , and most fields of nation-state if not all .

When defining the word ‘globalisation’ we said it is to bring things that are globally apart together , you can see its embodiment in the latest medium emerged , ‘the internet’. Media globalisation **refers** to all types of media that can exchange a large amount of information across national borders , and receive in return . What we can explain here is that old media was one-way communication , whereas new media allow people **to receive** and reply information immediately , through the various and famous applications , websites , and within the communities they build on the network .If we can say the Internet did shrink the space and distances, we can say it rubbed time , for the ability of the instant communication we are experiencing today.

### 3.2 'Global Village'

The expression 'global village' was coined decades ago by the Canadian scholar Marshall McLuhan precisely in the 1960s. McLuhan was Media and Communication theorist, who predicted the interconnectedness we live today more than fifty years ago . He said "ours is a brand-new world of all-at-once-ness . 'Time' has ceased , 'space' has vanished. We now live in a 'global village' ... a simultaneous happening . Information pours upon us , instantaneously and continuously .As soon as the information is acquired , it is very rapidly replaced by still newer information.' (McLuhan , M, p63 )

McLuhan's prediction of a 'global village' is accurate in fact , it is the case we are living today .McLuhan's theory express that the world shrinkage is due to the advances in technology including fast traveling , mass media in general , and electronic communications . These are the main factors of bringing different nations into a single community .

Briefly , the global village refers to a small village in this vast world where all nations gather in ideas and thoughts , by sending and getting news , facts , or knowledge through mass media ; through the thousands of radio stations , television channels , the applications and websites they have in their pockets everywhere on their smartphones . Without any barriers of time or distance , and as they are living in one small village , people keep informed of what is happening thousands of miles away from them ,yet , in the other part of the world in real time . Understanding or grasping the information depends on how you received it and according to the medium transmitting it ; reading something in newspapers may not affect or inspire you as much as you hear about , or see a picture of it , or watching a video about it , which differs from black and white quality to the coloured one . This what McLuhan talked about stating "The Medium is the Message" .

The expression "global village" and its prediction was coined by Marshall McLuhan in the 1960s. But , he was not the only one to think about technological advancement and to where it could reach in the future .Nikola Tesla , Serbian-American electrical and mechanical engineer who predicted as well the rise of the internet and smartphones in 1926 . He stated in a Magazine interview that : "When wireless is perfectly applied the whole earth will be converted into a huge brain , which in fact it is ,all things being particles of a real and rhythmic whole .We shall be able to communicate with one another instantly , irrespective of distance .Not only this ,but through television and telephony we shall see and hear one



another as perfectly as though we were face to face , despite intervening distances of thousands of miles ; and the instruments through which we shall be able to do this will be amazingly simple compared with our present telephone . A man will be able to carry one in his vest pocket”

However , this way of communication has obviously **impact** on people .Being surrounded by much information could be a reason for one’s or nation’s identity , traditions , and culture fragmentation , or hybrid cultural identity .The term ‘global village’ **expresses** a phenomenon of a simultaneous world’s shrinking and expanding culture due to the share of cultures widely with different technological tools .Some people see this as a positive side of globalization , as it **permits** them to experience new aspects of new (for them) cultures . As said by Philippe Legrain “The beauty of globalization is that it can free people from the tyranny of geography ... That we are increasingly free to choose our cultural experiences enriches our lives immeasurably” (p210)

Culture is closely related to art .However , it is how people live and represents themselves , it **includes** beliefs ,customs , traditions and institutions , as well as way of communication ; language and gestures , the creation and the use of symbols to convey information and meaning (Campbell , R et al,p6) .And according to them , culture is defined as “the symbols of expressions that individuals , groups , and societies use to make sense of daily life and to articulate their values” (p6) . This could be through novels and books , songs , movies , TV shows , and contents on websites , that whenever we see it , for example , we can identify something , or remember someone we know .

It is agreed that culture is a set of values that individuals of a given society believe in, and it links them with their society .However , media helps distribute and spread these values , and “ are the cultural industries - channels of communication – that produce and distribute songs , novels , TV shows ,newspapers ,movies , video games ,internet services , and other cultural products to large numbers of people” (Campbell ,R,p6) . As said before , songs , movies , different writings , and other types of arts are ways of expressing cultures so we can refer to them as cultural products .

### 3.3 Media and Culture

When children sit with grandparents , they could hear the most beautiful and exciting fairytales and stories ever .Grandparents prefer to tell stories to children in order to let them know about the early life , how they lived and their experiences with colonisation for example, and the traditions they grew up on and use to practice , for the sake of teaching their grandchildren the culture they should raise in , and where they really came from . Grandparents' fairytales and legends may be in the form of songs , and may be only myths that we remember our lifetime ,but in fact are extremely precious .This could be the first step in adopting culture in human's life .

With the advances of media technologies , children today spend more time with their electronic devices , which make them more inspired and influenced by the superheroes they see in their games , cartoons , or movies .From which they learn nothing about their culture ; whether they present nothing about culture or they present ideas about another inconvenient culture , what **affects** the child in a way or another .

Talking about children , we can turn to mothers .From the moment of knowing their pregnancy , they start being curious about the baby's gender , thinking about names , and even planning for the child's first anniversary .We often see mothers , especially young mothers , giving their babies foreign names bringing them from their favorite movie stars , singers , and celebrities in general .

#### 3.3.1 Food

A university researcher named DR.MichellePhilipov held a conference about 'Media and food industries' where he claimed that "The changes in styles of cooking and eating are a result of the changes in media , the television industry marketed food in a way that changed how people perceived and treat food" . The kitchen and chores are not devoid of the media impact. Wives today are mixing in food recipes , they do not get enough of the traditional food they learned from their mothers and grandmothers .Young ladies today try food recipes taken from all countries , as experiencing new cultures and tastes , and breaking up routines .In addition to this , young ladies add modern touches on their classic/customary food and kitchen in general. Consequently , it may take them away from their traditional one that their grandparents used to trade for long years.

Alongside to the plenty of cooking channels , both on television and youtube , the major influencer on our food choices is advertisements .Food industries use bright colours and the aspects of fun and happiness to the advertisement to form the individuals' perception of their needs , and to conduct consumers to their buying choices and patterns .There is no worse than the impact of fast food advertisements on children and teenagers , since they are less wise and they react rapidly on the advertisement they get during watching their favourite shows and programs , without thinking of the health problems may be caused by the quantity of sugars and fats which fast food contains .

The media's effect on young ladies in their chores , is in tools and material used .All the new material and machines were promoted or recommended by friends through advertising , media , and communication . Grandmothers used to cook with wooden spoons and present food in metal plates , however today , silicone tools are sweeping our kitchens ,you may say this is technology and things logically develop through time , but direct and indirect advertising on media have a great impact on this change. Not to forget , electric machines as well , sponsored everywhere in media with brilliant expression making the audience believe it save them energy and avoid exhaustion .Therefore , all houses contain at least one machine : mixer , blender , washing machines ..etc . As evidence, the simple recipes and life of their mothers have almost vanished.

### **3.3.2 Language**

Media influence our perceptions of self and others , and both shape and reflect our culture. Language is a core aspect of culture , that each nation or community **has** a native one which constructs over centuries by many factors most notably colonialism . Persons adopt their languages at a very early age from their family members and environment .Human beings are curious by nature , when hearing a new word , you will go to search for the meaning and which language it is . Unintentionally , sometimes you are changing channels at a moment you pass by a foreign speaking one and your ear pick a word up , by coincidence , you find yourself start using it in your everyday life .For instance , children show Dora the Explorer is an American show but including some Spanish words , because the main character is a Latin-American descent what makes it an effective way to teach children a second language .Songs are an affective impact on language as well .

Words , whether spoken or written , are the basis of the communication process through all the media .As Marshall McLuhan claims new mass media are the languages ,the grammar

of which is yet unknown (qtd Willie ,M , p58) .The communicating process presents us with a variety of new terms , which we start using in order to seem modern , not being boring , keeping up with the times , and understandable .

Our discourses due to media are often bilingual or multilingual , especially informal discourses ; between family and friends .Although all types of media introduce to us new idioms and concepts , the medium that has more impact on language is the internet , and the discussions with people from literally everywhere .There are more than two hundred countries in the world , and more than six thousand languages which they all have access to the internet , and which they all gather in this network and as mentioned previously , they all meet in one ‘global village’ .

When communicating with someone from a different culture as you , you will not understand each other easily as members of the same community do .What makes people search for broader symbols , most popular ones to transmit meanings successfully .On social media , users have an effective tool to convey the meaning of things they don’t know their name or to express emotions ; it is by Emoticons .These Emoticons’ technique describes mainly the facial expressions of the sender , but it include also flags , hand gestures , religious temples , fruits and vegetables..etc .To facilitate the conveying of meanings and information and make the discussions more vital .

On social media networks , there is a common form of writing , which affected even the spoken discourses of youth in real world , which is the use of acronyms to speed up and lessen the writing of long sentences .Users on social media write the initial letters of words or remove vowels to get short forms of words , for instance , LOL (laughing out loud) which they use to express laughter , OMG ( oh my god!) to express shock , or ASAP (as soon as possible) to express hurry .Some of the acronyms used on online discussions you may hear frequently in real life such as the mentioned above : LOL and OMG .

### **3.3.3 Dressing**

The way we dress tells a lot about us , about our personality , and our origins .It gives both a certain impression about us to the people around ,and a perception of self .However , Fashion and good looking is the interest of all .Our desire of being new-fashioned by looking up or closely monitor the latest trends introduced through websites of e-commerce , magazines , fashion shows on televisions , social media , websites , and advertisements , move us out somehow from our culture ,since fashion is a part of the culture and it may modify it.

According to Nielsen and Kernaleguen clothing refers to a part of appearance that provided data or information about a person's age , sex , personality , socio-economic status , values and political ideologies (qtd Paul ,S , and Uikey , S,p56) . Whereas Malcolm in his book "Fashion as communication" claims that there is a strong link between women and fashion .And describes it as "curious cultural profile" (p21) .Malcolm also defined clothing as a media of information about the person wearing it (p175) .

Each cultural community or group in the world has special clothing that is characterised by .As we are surrounded by the globally common cultural products presented by media , and in an attempt to keep up with fashion , people buy and wear what is promoted and popular even if it is ridiculous .Media has largely trapped people into what is style and what is not .And take people away from the traditional clothing of their ancestral considering it old-fashioned .

### **3.4 Media and everyday culture**

Everyday culture **refers** to the usual practices and lifestyle of our day-to-day lives , including education and relationships between family , friends , and partners .Media have certainly influenced the way we do our usual activities .Previously , students before the internet when doing school homework or research they used to refer to books and journal articles . But ever before they used to rely on their minds and thinking what made of them theorists and scientists , as the popular statement says "necessity is the mother of invention". Lately , the internet is the reference number one in searching for information and doing school homework . This weakens students' skills of writings because they do not even try to learn from their mistakes , they rather search for something ready prepared , as a result , this raised the "plagiarism" percentage .The same thing for some teachers exist unfortunately , they look for organised lessons at a maximum level .

Therefore , for responsible and honest people , the internet can help you with a vast amount of e-books , articles , theories , quotes , and facts , you may need to save your time rather than spending it searching between dozens of pages .Japanese Education ministry decided to replace copybooks by tablets devices in the classroom to avoid the suffering of lifting heavy bags for the benefit of children .Although ,it is for a good reason , many parents disagreed and justify that it has disadvantages especially on pupils' eyes .

This was for education . Moving to relationships , it is not as much influenced by previous types of media as the online and digital ones.Building relationships today is much easier , whether searching for a friend or a partner , by getting numerous everyday and having

millions of people subscribed , dating websites and applications reduced the complexity of meeting people .Many people suffer from shyness , nervousness , and anxiety talking to new people especially seeing them for the first time because of lack of confidence maybe , in addition to this , having a fear of being rejected .

Online meeting and chatting is an effective way for shy people to communicate and express themselves to others with complete comfort and relax , which help them **present** themselves in a good image .Online meeting reduced the offline one ,finding huge numbers of people online make people think twice before having the first step in real life , thinking that the other person may have a sufficient amount of friends , or already have a partner .

When meeting someone in real life , as a first look you will learn a lot about him ; from the way he **stands**, his walk , gestures , facial expressions , and even the situation gathered you both , all these will give you a certain impression about the person .However , for online dating and meeting you need more time and patience to not be disappointed and to not judge him wrongly .

The word ‘relationship’ does not stop merely at the point of meeting , it concerns as well our already existing relationships with family , colleagues , and old friends .Telephones , including texting , online discussions , facetime (video calls) , and voice calls , prevent us from bothering ourselves with relocating to visit our loved relatives mainly , and spend real as well as more time with them .Additionally , even for the family members we live with , media push users away from who is in front of him .In most of the times , you find your sibling telling you about something and repeating , you hear him/her talking but you are offline for him you just do not get a word , even if you are not doing something that needs your thinking or attention , but you are attracted by somehow , in a way or another .

Marshall McLuhan (1964) explained that society is connected with the effect of electronic technology .He**likens** the ‘global village’ to the central nervous system . CNS is a system in humans’ body composed of the brain and spinal cord , where they both **have** an important role especially the brain which is considered as the most complex organ in the body, consisting of one hundred billion of neurons connected to thousands more. It is called central because it **collects** information from all the human body .

So as the media are with that complex and large space of connection , and wide range of information collected from the whole world , McLuhan when explaining ‘the global village’ , he claimed that the new electronic technologies extend the whole nervous system of the human

body and not only a part of it .Thus , he refers to media as Electronic Nervous System . Moreover , in explaining that humans are being more aware and conscious , McLuhan (1964) said “today , after more than a century of electric technology , we have extended our central nervous system itself in a global embrace , abolishing both space and time as far as our planet is concerned” (p19) McLuhan believed that humans are almost reaching the point of “technological simulation of consciousness” , if this point is reached so , the creative process of knowing would be “collectively and corporately extended to the whole of human society , much as we have already extended our senses and our nerves by the various media” (McLuhan ,M ,p19 qtd Genosko ,G, p12 )

### **3.5 Cultural diversity**

Culture in the world differs from nation to another , it is constructed across long ages , by the interaction of human with nature and the geographical environment , including his development of means of production to build , sew , navigate , and technological tools for art , music , literature , cinema .. etc . Culture contains moral aspects to serve social groups to identify in their groups and interconnect between each other in less complicated ways , such as spiritual and religious beliefs , moral and immoral abilities , languages and the other common practices they do .

These aspects vary from region to elsewhere , it is why there is cultural diversity in the world . We need to learn about each other , and each others’ traditions , customs , and values to know how to coexist with them . Each nation works to transmit their culture through generations to help it live longer .

The geographical factor is important in cultural diversity in the world , it has an impact on individuals’ appearances and personal features .for instance , nomads or people living in rural areas are known as strong , brave , and resistant people , as their living conditions need such features to live in . The second factor is the economic one , as each group works depending on the natural resources provided and their pattern of life , so each group is characterised according to their labour , the individuals in an industrial environment are creative and operational , whereas nomads are more pastoralists and knights .

There are other factors of cultural diversity such as historical , religious , technological, and demographical factors .History is a form of chronological events and situations that a nation passes through to influence its principles and assumptions. Obviously, history is different from

one area to another according to colonisations and recent conflicts , which makes it a strong factor in cultural diversity .

However , the religious factor is responsible for constructing basic values in the identity of the group , for example , the Islamic expansion in Arab countries , and the Protestantism and the emergence of Capitalism in the United States .Both religions raised two different societies via principles , religiously related , to control individuals' behaviours .

The demographical factor is about the born and dead population and most importantly the immigrants going abroad for studying or working what **helps** them get in touch with other cultures .And last but not least , technology represented in the innovations that provide help and success for the nation and make the diversity by itself .

Cultural diversity is represented in the different practices people in different regions , belonging to different groups are characterised by .It is the variety of behaviours , way of thinking , and lifestyle that a specific group sees suitable and appropriate for them .For instance in the holy month Ramadan , within the Islamic world , alongside the common religious practices between all Muslims in the world ( fasting from dawn to dusk, praying Taraweeh , and reading the Holy Quran ) , there are different traditions they have the habit to do for example , they have different special meals and in celebrating children who fast for the first time .In Mauretania , people **have** the habit to finish reading the holy Quran every day . Whereas in Sudan , people organise everyday a collective Iftar or dinner , which is a vintage habit in their society .

We can take also wedding ceremonies as an example , which differs from area to another even within a single country .This **includes** the preparation of cakes and cookies , dinner , clothing of both bride and attendees . Some areas have special customs when the bride is having the first step outside her home ; such as they put an egg in her way or she **passes** under her father's arm at the door .In Africa , in Congo , the couple is not allowed to smile during or after the wedding even in photos since marriage is considered to take seriously . Whereas in South Korea , in the wedding day the groom has to take off his shoes and socks and got beaten in his feet and quizzed at the same time to test his knowledge (Droesch ,K)

The most known diversity and differences around the world , is the difference observed in the preparation of the wedding day between West world and the Arab world , the West prepare for a single day when the bride wear only the wedding dress and share the cake with the attendees . However , in the Arab world they prepare for the wedding a month before



because the wedding is held in the house rather than in wedding halls, to prepare numerous kinds of cookies and foods , and the bride wears many traditional costumes .

All these differences between nations refer to the historical background of a given nation, and the inherited traditions across generations to preserve their ancestors' values and assumptions , to help their culture last longer. Each nation is cherishing its culture for the positivity it gives to people in their lives and creates a sense of inferiority toward other cultures ; seeing other cultures weird and kind of inferior .This phenomenon is natural , since it is a pride of belonging to a certain group .

### **3.6 Cultural imperialism**

In the context of globalisation , media plays an important role in the advancement of cultures since it is related to the appearance of technologies .Media became such a strong tool when it comes to changing situations , because it has a great impact on audiences .Cultural imperialism is the domination of a dominant culture on another , for instance the West cultural products ( music , movies, food, clothes , architecture .. etc ) conquering the third world's cultures .

According to Petras, cultural imperialism may be defined as “the systematic penetration and domination of the cultural life of the popular classes by the ruling class of the West to reorder the values , behaviors ,institutions and identity of the oppressed peoples to conform with the interests of the imperial classes” .Indeed , cultural imperialism has a political and economic exploitation of young people , who are susceptible to the West commercial propaganda .“Youth represent a major market for U.S cultural export and they are most susceptible to the consumerist-individualist propaganda” said (Petras , J)

In previous decades , educational systems , religious rules and churches , and public authorities were important in providing people with ideas and principles .However , now Hollywood and Disneyland are more important in transmitting information about religion , social and political affairs , and all other fields .Mass media are the principal tool of cultural imperialism and colonialism, since media is theFourth Estate . (El-Shabazz , M ) most known as Malcolm X , an American minister and an activist during the civil rights movement , claimed “media is the most powerful entity on earth ... they control the minds of the masses”.

The actual situation of cultural imperialism can be described by the increasing media emergence , the promotion of cultural products , and the plenty of messages that provide the

audiences with other virtual ways to experience things and adventures .Petras argued that “cultural imperialism sought to promote ideological confusion and political disorientation” .It **disorients** people through media by ideological manipulation .Malcolm X added about media “they have the power to make the innocent guilty and to make the guilty innocent” and said “ ... will have you hating the people who are being oppressed , and loving the people who are doing the oppressing”.

Cultural imperialism today is represented in the American hegemony across the world through its powerful cultural products that are shared widely obviously via media .As mentioned before , the well known American movies studio ‘Hollywood’ , it is the most successful globally , and it became an essential part of everyday culture .The geographical factor plays an important role as well , Hollywood is a creative space for filmmakers and producers , and an economic means full of opportunities .

The idea of cultural hegemony was originated by the Italian philosopher and theorist Antonio Gramsci , by which he described the hegemony of culture over another . Gramsci argued, “that culture and the media exert such a powerful influence on society that they can actually influence workers to buy into a system that is not economically advantageous to them” (Lule,J) . He described the concept of cultural hegemony as it is “pertinent in the modern day not because of the likelihood of a local property-owning class oppressing the poor , but because of concern that raising globalization will permit one culture to so completely assert its power that it drives out all competitors” .

Media try to rich a coherence to allow them broadcast and sell the same product around the world unchangeably or with minimum change .And according to Tomlinson “no one really disputes the dominant presence of Western multinational , and particularly American media in the world : what is doubted is the cultural implications of this presence” . By which he means that America **seeks** to make money with the exportation to the world through media (cultural products ; movies ,music , fast-food ..etc) rather than imperialise . (qtd in Lule , J ,1996)

### **3.7 Cultural hybridity and media**

The word hybridity is meant to express a thing with a mixed character , and defined by the Oxford Dictionary as “ a thing made by combining two different elements ; a mixture” .It first emerged in the seventeenth century to describe the progeny of two different animals or

plants , then in the next century to describe the progeny of mixed human races .After this , the term was adopted by theorists to describe the cultural outcomes that the coloniser left .The term hybridity entered social discourses ; when tackling globalisation in general and migration in specific .

Homi Bhabha , a critical theorist , considers the interrelations and interdependence between the colonisers and the colonised (Sayegh , P) .The way colonisers divide societies with the principles of superiority and inferiority creates an imaginary culture for them in addition to their own , which make new expressions of culture and belonging .Bhabha (1997) defines postcolonial theory of hybridity as an ideology of a new elite : a postmodern cosmopolitanism. (qtd Sayegh , P,)

Cultural hybridization is the process of mixing a cultural component of one's cultural identity into another culture , by changing the component to fit the cultural norms .We can take as an example the widespread of Western world's culture especially language ( English) through migration , tourism , and media .

Media made the connection of the whole world possible , what helped the standardisation of nations ; you can get informed about latest food , clothes , musical trends , for instance , McDonald or Kentucky Fried Chicken fast foods , a McDonald or Kentucky meal in the United States is the same in the United Kingdom , the same in Australia , or in any country in Europe . This phenomena is observed in Sushi , the Chinese meal is available everywhere no need to go to China to try it .It is the same everywhere , what may describe standardisation between people around the world .

We are seeing the conquest of English language as well , it is the most used language in news channels, advertisements , and the language of Hollywood movies as mentioned before the successful movies watched in every country what facilitate and gave the inspiration to learn English and became the most spoken language worldwide .For Spanish people who involve English words in their speech , it is referred to as 'Spanglish' ,and for French people as 'Franglish'

Cultural hybridity is a process that **expresses** that all cultures in the world embrace a homogenised global culture ; recombine heterogeneous societies to become homogeneous . The reason behind this is the power of media .Media can exceed all borders “ and is able to create new communities that often constitute cosmopolitan groups .These new cosmopolitan

communities are founded on the commonality of sharing the similar media habits” (medium.com).

Even a few examples permit you understand the homogeneity caused by globalisation in general and media in specific around the world . Media creates incorporation of traditions , customs and beliefs among societies , and **combines** multicultural messaging and representation with a global approach for both production and distribution .

### **3.8 Approaches to help preserve cultural identity**

The expression ‘cultural preservation’ means to protect the cultural identity by maintaining the cultural heritage and to prevent it from disappearance .It is meant to maintain the cultural practices and lifestyles of our ancestors , so our culture **lasts** longer .With the appearance of globalisation and especially media , it became hard to preserve one’s culture ; as we meet people from different cultures and dive in various discussions with them , this **affects** ours , and theirs as well .

One of the several methods that should be followed for preserving culture is to memorise your national , tribal , societal , or your group’s schedule of cultural festivals and celebrations , to contribute in arranging for it and to assist as well .Your presence in such a celebration is very important for your cultural identity and the preservation of your group’s culture .

Another way to help culture preservation is to spend more time with members of your community to learn more from each other about the common culture , learning about your differences as well ; for instance you may find in one community many religions and religious beliefs such as in India there are more than ten religions . Religion is considered an important aspect of culture because it relates to language , history , and personal behaviours .

Hence , protecting the native language of our ancestors is so much important for protecting our culture .We must share it and teach it to non-natives ( may be both members of the same community or members of other communities ) to ensure its survival and circulation across the coming generations .Especially among members sharing the same culture but not the same tongue , they must teach each others’ languages in order to maintain every language or dialect related to their culture , and safeguard it from vanishing as many languages did .

Safeguarding the architecture of buildings in a certain country distinguishes it from many others , since every country has a special design for different buildings such as hospitals , schools , houses .. etc . This design is historically derived whether from the capacities of

building years ago , or from colonials went to that country . Indeed , there is an obvious way to help tell more about the origins and history of a country , statues . Statues of the very important historical persons including writers , soldiers , painters , and politicians , in cities are good indicators about people's cultural identity .

Your culture shapes a good part of your identity including your attitudes . So protecting your culture is protecting your identity , and the most effective way to preserve your culture is to share it with young people ( children and adolescents ) , as well as with all members of your group , or members from different groups ; the well known culture is the most imitated or copied unintentionally . Thus , the more lasting .

Media has an overlapping relation with culture , spreading your culture through media with your friends ( favourite music , dish , movie , moments of celebrating your occasions , dance , traditions , and so on ) could help wide range of nations learn not just about your culture , but about you as a person as well . Simultaneously , media allow everyone to learn about any culture in the world , so you share about your lifestyle and receive about others' at the same time , where you can both inspire each other . It would never be a negative exchange, if everyone would keep sticking to his culture , appreciating it , understanding and accepting the differences between the groups all over the world .

### **3.9 Conclusion**

Media is such a powerful tool to impact audiences in various fields and impact their identities mainly cultural ones. The multicultural flow of products such as music , movies , food , dressing trending , and most importantly the flow of ideas through media , made changes in all cultures around the globe to reach a certain degree of cultural homogenisation between them . This process caused a blur of some vintage customs and traditions in societies especially those belonging to the Third World , which is considered as the most influenced space by media productions , seeking to enhance and develop the lived situations .

## General Conclusion

Media and culture **have** a convoluted relation , where the audiences impact and get impacted. The exchange of cultural ideas on media , and the vast flow of information change the way we think about certain things . On media we see different cultures from all over the world totally different from our culture , it is why the media is considered an educational tool in all fields . Before the emergence of media , travelers such as trade people and few people around them would know how other nations or communities prepare their food , how they dress , and their lifestyle in general .However , the media allowed access to all people to learn whatever they wanted to learn .Nations around the world know almost everything about each others' cultures via media .

When we get to know other cultures on media we may like some practices in it , and to start doing it without belonging to it .For instance , the “Holi” festival in India , Hindu **celebrates** this festival in the spring where they play with coloured powder and throw it on each other .This Indian cultural tradition seems very fun for people from different countries , what makes some of them travel to India to attend the festival in spring , and others celebrate it in their countries , even they **have** no idea about the historical background of this celebration of colours , they do celebrate it since they liked the concept of the festival .However , this do not mean they belong to the Hindu culture ; they would not like to worship the status as the Hindu does , nor to wear their traditional clothes .The same thing for Italian foods , it is very popular and most of the people try to cook Italian dishes in his kitchen since they do delicious recipes, such as the “Tiramissu dessert” and “pasta” .

The immediate **over-flow** of cultural information and the exchange on media changed the way people used to stick to their cultures .People **attempt** to develop their thinking and their ways of living , to break the usual routine as well , so they adopt new habits and traditions from other cultures in order to reach these points .Without getting rid of it , or forgetting their original culture, they embrace others' one and not completely , just picking perspectives that suits them best , so they get as a result a mixture in their cultural identities .

This mixture of two cultures in one's identity is referred to as “hybridity” , which is a real phenomenon and it is seen in all societies which have almost homogenised cultures, since

they are somehow the same in their cultural practices and daily life (same food everywhere , as well as clothes , music , movies , artifacts , and many international days to celebrate globally for example eighth of March women's day or fourteenth of February Valentine's day ).

In our present time , we see many mixed marriages ( couples from different nationalities ) as never before , this is because the facility of intercommunication that media brought to the world .The cultural similarities between many countries are high , and the differences almost vanish . Learning languages is available everywhere even for free especially online, holy books are available as well, and many more things that let the fear of discovering each day a new thing from the partner has gone .Instead , everyone can learn about any culture he is attracted to in a single day .

The mixture of cultures in one's identity may affect his original culture .The person embracing different assumptions from different cultures may lose his appreciation and esteem of his original one as a result of neglecting it . People should stick to their cultures and stop believing in ideologies and the stereotyping of the perfect human . Preferably than the false promoting on media and since media has the power of constructing and reconstructing individuals' opinions and attitudes , each one has to learn how to appreciate the uniqueness of his community in general and his identity in specific , and to accept the differences of human beings around the world . So will media in the future collect the world over one single culture?

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## List of Appendices

1.



**Figure 1. World's first newspaper "Acta Diurna"**

Source : Facebook page (Acta Diurna)

2.

COUNTRIES	PERCENTAGE
Europe	89.5%
United Kingdom	86%
United States	91%
South Africa	94%

**Figure 2. Statistics about music listeners on radio in September 2018 (Statista.com)**

3.

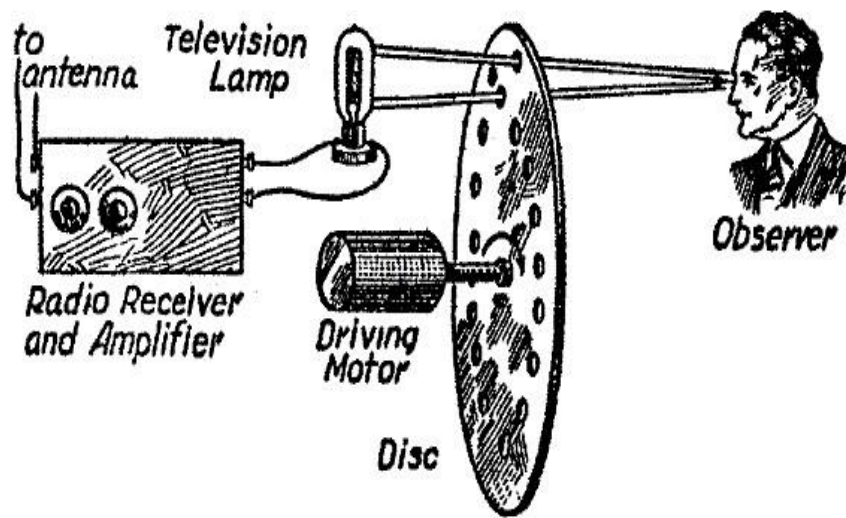


Figure 3. How mechanical TVs works

Source : (hawestv.com)

4.

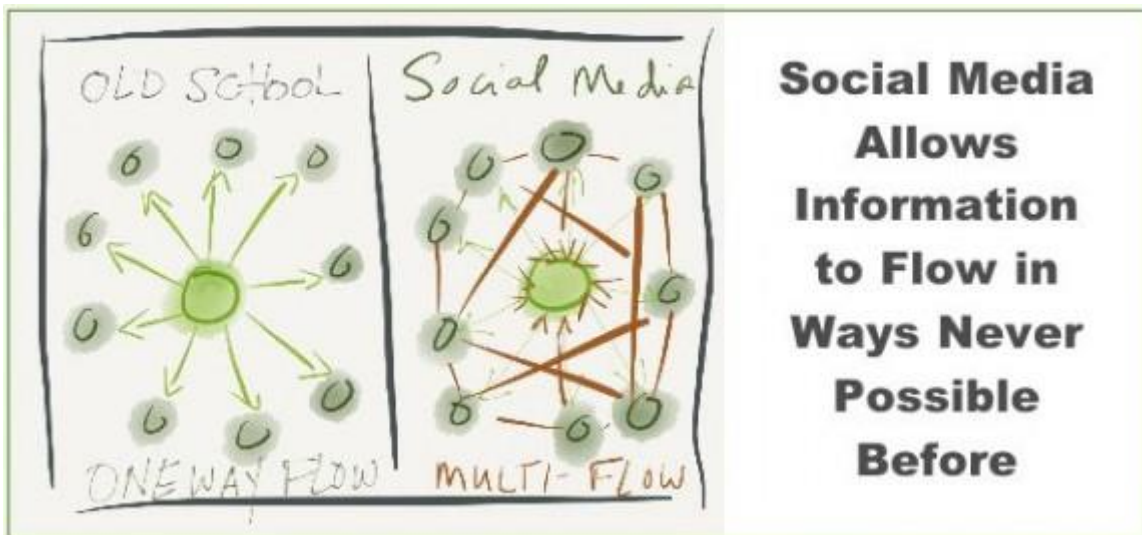


Figure 4. The information flow then and nowadays

Source : Hawaii Web Design